

The Air Jordan IV, released in 1989 for a retail of $110. It is arguably one of the most comfortable Jordan’s to date. It was also the first shoe to use nubuck material. Most importantly it is one of the most collectable Air Jordans, due to the numerous exclusive color ways.

Air Jordan III, released in 1988 for a retail price of $100. It was the first shoe to include the Nike Air branding on the back. It the first mid-cut shoe ever, and is arguably the most popular Air Jordan sneaker among collectors.

The Air Jordan II, released in 1987 for a retail price of $100. It included an upgrade in materials with a faux lizard skin upper and a molded plastic heal. The high top provided great ankle support for Michael after he had injured his foot.

The Air Jordan I was released in 1985, for a retail price of $65.00.

It featured a Nike Air unit for heal cushioning, and a padded foam ankle collars. Although it lacked technology, it was the first shoe to incorporate color.

**History**

**of flight**

After winning a national championship at the University of North Carolina, and a gold medal at the Olympics in Los Angeles, Michael Jordan was elected as the 3rd overall pick in the NBA draft. In that same year, he signed an endorsement deal with Nike worth $2.5 million dollars. In 1985 Michael was given his own line of sneakers and apparel and his own logo. His first shoes changed the whole basketball sneaker market. Before Michael came to be all basketball sneakers were all white. His sneakers started adding colors and consequently Michael was fined $5,000 every game he wore the sneakers (Nike gladly footed the bill). Each and every year after that Michael Jordan and Nike released a signature Air Jordan Sneaker, and that’s when the market for sneakers would be changed forever.

**1985**

**1987**

**1988**

**1989**

The Air Jordan VIII released in1993, for a retail price of $125. It featured a unique color splash on the midsole, a carpet inspired logo on the tongue, and large mid foot straps for extreme support. The popular inner booty sock liner returned from previous releases. Michael Jordan wore the “Bugs Bunny” color way of the VII while he won his third consecutive world championship.

The Air Jordan VII released in 1992, for a retail price of $125. West African Tribal culture, and the Nike Huarache basketball shoe line inspired this shoe. A lot of design features were carried over from the Air Jordan VI. It was more lightweight than all of the previous Jordans. The shoe also featured an inner sock liner for support. Michael Jordan wore the VII’s at the 1992 Olympics where he won the gold medal.

The Air Jordan VI, released in 1991 for a retail price of $125. The Air Jordan VI included a clean toe cap, rubber tongue with finger loops, lace locks a molded plastic heel and an inner booty sleeve for extreme comfort and support. Most color ways of the VI were all leather but the color way shown features suede underlay. This shoe, along with the III is one of the most popular Jordans. Michael Jordan won his first champion ship wearing the VI. 

The Air Jordan V, released in 1990 for a retail price of $124.99. Included a new pattern inspired by a fighter jet. It had Nike Air stitched on the back. Jordan brand introduced 3M reflective materials on the tongue in the AJ V. The heal was produced with extreme ankle support, and the shoe featured a lace lock for added lockdown.

**1990**

**1991**

**1992**

**1993**

Released in 1996 for a retail of $125. Voted the greatest sneaker of all time by Sole Collector magazine. It features a mesh upper, translucent outsole and patent leather toe band for the first time ever on a basketball shoe. Michael won his fourth NBA title wearing the XI’s.

The Air Jordan IX released in 1994, for a retail price of $125. The shoe was constructed of leather, nubuck, and mesh. It also carried over with the inner booty sock liner from previous Air Jordans. It also included a one-pull lace system, which was a first for the Air Jordan brand.

**1994**

**1995**

Released in 1995, for a retail price of $125. It feature a padded collar, pull tab on the heel and an elastic band lace system. The shoe was constructed of lightweight phylon. The outsole featured Michael’s achievements on alternating stripes. Michael Jordan returned from retirement wearing these shoes.

**1996**

**1997**

Released in 1997 for a retail of $135. Shoe was inspired by a woman’s fashion shoe and the Japanese flag. The shoe incorporated faux animal print on the side. Designers wanted a simple, elegant design for the shoe. They wanted to achieve the look of a rising sun. Michael wore these shoes while winning his 5th NBA title.

These 12 shoes are the Air Jordans that had Original and Retro releases and the 12 shoes continue to release in stores today, with a very high demand. The Jordan Brand continued to release yearly shoes but began to step away from the stylish looks and started to focus on performance rather than style. That made the releases much less hectic, and the demand for those shoes is not as nearly as high as the demand for those 12 that were just listed. Michael is long gone from the sport of professional basketball but his legacy continues to live on and off the court. The Jordan Brand continues to release the same shoes each and every year and they still are able to get people camping outside of the mall for days just to get a pair. The demand for these shoes is higher than ever, and the collectability of the original Air Jordans continues to skyrocket. As you will see later in this edition of Flight Magazine, the price tag goes into the thousands!